MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210)

DBS5044 – PRINCIPLES OF MARKETING

(All sections/Groups)

13 FEBRUARY 2023
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 8 pages with 2 sections.
2. Answer **ALL** questions.
3. For sections A, shade your answers in the OMR sheet provided.
4. For section B, write your answers in the answer booklet provided.

SECTION A: MULTIPLE CHOICE QUESTIONS (30 marks).

1. Marketing stimuli consists of the four Ps. Which of the following is **NOT** one of these?

   A. Product.
   B. Packaging.
   C. Price.
   D. Promotion.

2. Tourism Malaysia introduce a global marketing campaign, "Jom Cuti Cuti Malaysia" is an example of _____ marketing.

   A. place
   B. person
   C. organisation
   D. internal

3. Retailers such as Tesco charge daily low price with few or no temporary price discounts. This is an example of _____ pricing.

   A. competition-based
   B. everyday low
   C. cost-plus
   D. break-even

4. When KFC's and other fast food restaurants offer "value menu" items at surprisingly low prices, they are most likely using _____ pricing.

   A. break-even
   B. target profit
   C. good-value
   D. cost-plus

5. Which of the following price setting centered on a rival firm's strategies, costs, prices, and market offerings?

   A. Good-value pricing.
   B. Competitor value-added pricing.
   C. Market-based pricing.
   D. Competition-based pricing.

Continued...

6. Fixed costs _____.

   A. are costs that do not vary with production or sales level
   B. vary directly with the level of production
   C. decrease with accumulated production experience
   D. are the sum of the overhead and variable costs for any given level of production

7. Oligopolistic competition is a condition whereby _____.

   A. the market consists of numerous small sellers
   B. the market consists of many buyers and sellers who trade over a range of prices rather than a single market price
   C. the sellers are typically unresponsive to competitors' pricing strategies and Marketing moves
   D. the market consists of only a few large sellers

7. Under _____, the market consists of many buyers and sellers trading in a uniform commodity.

   A. pure competition
   B. monopolistic competition
   C. oligopolistic competition
   D. a pure monopoly

9. Which of the following is **TRUE** about market-penetration pricing?

   A. It should be used when the product's quality and image support a high price.
   B. It involves setting a high price for a new product to appeal to the elite in society.
   C. It results in drawing in large numbers of buyers quickly, winning a large market share.
   D. It is best used in conjunction with a market-skimming pricing strategy.

10. IKEA Renovations has recurring problems with customers who do not pay their bills on time. IKEA Renovations wants to improve its cash situation, reduce bad debts, and reduce credit-collection costs. Which of the following form of pricing would **MOST** likely help the firm achieve its goal?

    A. By-product pricing.
    B. Zone pricing.
    C. Cash discounts.
    D. Product bundling.

Continued...

11. Which of the following geographic pricing is most suitable if a company charges the same rate to ship their product in Malaysia?

A. Uniform-delivered pricing.
B. Psychological pricing.
C. Zone pricing.
D. FOB-origin pricing.

12. Shopee Inc. opened an online store that triggered disagreements between headquarter and the firm's exclusive dealers. This type of disagreement is known as a(n) _____ conflict.

A. vertical
B. indirect
C. horizontal
D. selective

13. Two different branches of Coffee Bean café has an ongoing disagreement over the discount rate given to school's students. According to the scenario, which of the following conflicts is most significant?

A. Intensive.
B. Selective.
C. Exclusive.
D. Horizontal.

14. Colgate sells its toothpastes in many convenience stores across the country. This is an example of _____ distribution.

A. exclusive
B. selective
C. hybrid
D. intensive

15. Which of the following is the **MOST** effective way for a company to ship perishable goods over long distances, if its key requirement is speed?

A. Pipelines.
B. Air transport.
C. Trucks.
D. Water transport.

Continued...

16. Xiaomi's advertising agency assembles words and illustrations into an advertisement that conveys the company's intended brand message. In the context of the communication process, Xiaomi is _____ the message.

A. covering
B. decoding
C. sending
D. encoding

17. The marketing department had recruited early adopter consumers to spread the word about the latest company's high tech products. This is an example of _____.

A. a reverse marketing activity
B. nonpersonal marketing
C. sales promotion
D. buzz marketing

18. Which of the following is the latest digital medium that is used by advertisers to reach consumers directly?

A. Smartphone.
B. Direct mail.
C. Newspapers.
D. Billboards.

19. Which of the following promotional tools are associated with press releases, sponsorships, events, and Web pages?

A. Sales promotion.
B. Direct marketing.
C. Advertising.
D. Public relations.

20. A charitable orphanage home states, "While you are trying to figure out what to get the man who has everything, don't forget the man who has nothing" is an example of a(n) _____ appeal.

A. structural
B. awareness
C. rational
D. moral

Continued...

21. A clinical advertisement features a world-renowned heart surgeon describing the benefits of a medication. Which of the following message execution styles is illustrated in this example?

    A. Fantasy.
    B. Personality symbol.
    C. Musical.
    D. Testimonial evidence.

22. News conferences, press tours, and grand openings are examples of _____, which commonly used by public relations professionals.

    A. public service activities
    B. special events
    C. social networking
    D. development

23. In an attempt to set the company apart from its competitors, FedEx has its employees to wear green uniforms and drive green trucks. What type of public relations tool is being used by FedEx?

    A. Buzz marketing.
    B. Corporate logos.
    C. Corporate identity materials.
    D. Product publicity.

24. Toyota Motors splits Malaysia market into 14 sales regions. In each of these region, the company has separate sales personnels to the Toyota's full line of products. Toyota Motors uses a _____ sales force structure.

    A. territorial
    B. complex
    C. customer
    D. product

25. The consumers will receive a cash back of RM80 upón any new digital speaker purchased. The customer is required to present any proof of purchase to redeem the cash. This is an example of a _____.

    A. rebate
    B. POP promotion
    C. price pack
    D. premium

Continued...

26. A company's close competitors are _____.

A. considered as a"bad" competitors
B. serious threat and hence, must be attacked rather than ignored
C. those that most resemble to the company's operations
D. typically ignored as they seldom pose any threat

27. _____ is the process of comparing the company's products and processes to those of competitors or leading firms in other industries to find ways to improve quality and performance.

A. Segmenting
B. Positioning
C. Sales promotion
D. Benchmarking

28. According to Michael Porter, what are the three effective competitive positioning strategies?

A. Middle-of-the-roaders, focus, and overall cost leadership.
B. Focus, differentiation, and middle-of-the-roaders.
C. Overall cost leadership, differentiation, and middle-of-the-roaders.
D. Overall cost leadership, differentiation, and focus.

29. Which of the following is one of the social costs associated with cars?

A. Traffic congestion
B. Water pollution
C. New highways
D. New automobile models

30. Alpha pharmacy sells flu medicine that is sour and ineffective. This is an example of a _____ product.

A. societal
B. pleasing
C. salutary
D. deficient

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SECTION B: STRUCTURED QUESTIONS (70 Marks)

QUESTION 1

(a) Define any **FIVE (5)** product mix pricing strategies. (10 marks)

(b) Briefly explain the **FOUR (4)** major functions of marketing logistics. Provide an example for each function. (12 marks)

(Total 22 marks)

QUESTION 2

(a) List any **FIVE (5)** main objectives of informative advertising. (5 marks)

> The advertiser must turn the big idea into an actual advertisement execution that will capture the target market's attention and interest.

Statement 1

(b) Refer to above statement 1 here, list and describe any **SIX (6)** styles of message execution.

(12 marks)

(Total 17 marks)

QUESTION 3

(a) To attract good salespeople, a company must have an appealing compensation plan. State **FOUR (4)** salesperson's compensation elements. Provide an example for each element. (8 marks)

(b) Identify any **FIVE (5)** traits of top sales executives. (5 marks)

(c) State **FOUR (4)** deceptive sales practices. (4 marks)

(d) List any **FOUR (4)** social responsibility actions of a personal selling. (4 marks)

(Total 21 marks)

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QUESTION 4

(a) Define competitive advantages. (2 marks)

(b) Identify and briefly explain the **FOUR (4)** competitive positions that are often used to describe market structures. (8 marks)

(Total 10 marks)

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